Unit 1 Homework: Excel – Kickstarter  
Patrick Sande

**Three Observations we can learn from the data:**  
1.) In general, December is the worst month of the year to launch a Kickstarter campaign. Campaigns launched in December see an average success rate of only 43.87%, which is approximately 5% lower than the next lowest performing month, September. But, this is not true for all categories.

2.) When looking at projects by category, Music projects see the best success with a 77.14% success rating. Conversely, Food projects seeing the lowest success with a 17% success rating.

3.) Taking a deeper dive into the sub categories for Music shows that the Kickstarter audience appears to have a propensity for Rock. Not only is this the largest sub category but it also has a 100% success rate. If I were to want to stack cards in my favor, launching a Rock Music project in June, would be where I’d place my efforts.

**What are some limitations of this data set:**

It would be nice to have some sort of sentiment rating to help better understand why a project was successful, was cancelled, or failed. The data set can help you gleam insights into popular categories, goal thresholds, and timing, but that doesn’t necessary help you understand the why something worked, or didn’t.

This data set also seems to be missing insight into how well a campaign was promoted. While helpful to have indicators for “Staff Pick” and “Spotlight”, we don’t know how large the marketing reach was for some of these campaigns.

**What are some other table/graphs we could create?**  
  
I’d create a graph that shows the state by category for projects that were Staff Picks and or Spotlight Projects to see how beneficial that is in the overall success.

I also think it’d be interesting to look at the data behind average donations and how it varies by category/subcategory, country, and time.